



Souvenir of
HOLLYWOOD BOWL

HOME OF WORLD-RENOWNED

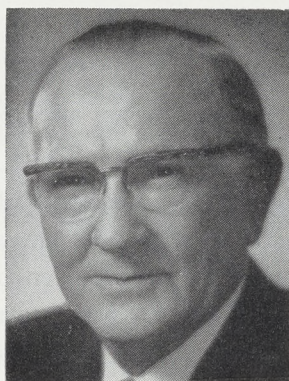
EASTER SUNRISE SERVICES -
"SYMPHONIES UNDER THE STARS"

40th Anniversary Souvenir



CARRIE JACOBS-BOND (1862-1946)

We are proud to dedicate this beautiful 40th Anniversary Edition of the Easter Sunrise Program to the memory of two of America's most beloved composers — Mrs. Carrie Jacobs-Bond and Charles Wakefield Cadman. Forty years ago, on May 15, 1920, Mrs. Bond presented the very first program ever given in the natural amphitheater that is now Hollywood Bowl; and on Easter Sunday of the following year, March 28, 1921, the first Hollywood Bowl Easter Sunrise Service was held at this site. In the late summer of '21, Mrs. Bond and Mr. Cadman were featured in the first series of Bowl concerts, sponsored by the Los Angeles Municipal Band. (Some of the words of Mrs. Bond's ballad, "A Perfect Day," appear on the back cover of this program, and Mr. Cadman's photograph is included in the "Memories" feature.) Both of these artists were long-time supporters of the Easter Sunrise Service and of all musical endeavors that helped establish Hollywood Bowl as the 'cradle of culture' in our Southern California community.



OTTO K. OLESEN

Bienvenidos

WELCOME to Los Angeles and Hollywood! In the earliest days of California's romantic past, the Spanish settlers hailed visitors and strangers with a hearty greeting: "BIENVENIDOS!" This meant, of course, "Welcome" — and as President of Hollywood Bowl Easter Sunrise Service and one of the pioneers in the modern development of the entire Hollywood area, I extend a sincere welcome.

This greeting is intended both for those who are attending our annual Easter program this year for the first time, and to all the faithful 'old-timers' who have worshipped here at Easter dawn through years past — and also to all who will attend future events in Hollywood Bowl and its neighboring Pilgrimage Theater, just across the Freeway. It has been an honor to serve as General Chairman of the Easter Sunrise Service for 27 consecutive years, and to help promote all of the Bowl and Pilgrimage Theater activities from their very beginning.

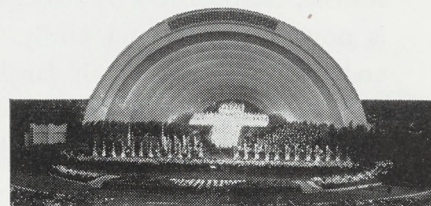
During the past 40 years, our Hollywood Bowl Easter Service has become the largest of its kind in the world — religious but non-denominational. The inspiring program is broadcast each year to millions of listeners by a nationwide radio network of the Columbia Broadcasting System; by television station KTTV to the West Coast; and to military personnel stationed overseas by the Armed Forces Radio Ser-

vice. Approximately 20,000 attend in person, some of them coming to the Bowl as early as midnight to await the dawn.

This Welcome message would be incomplete without an expression of my admiration and appreciation of the hundreds of civic-minded citizens who work on our many Committees. Some of our most diligent workers have served from the beginning! I wish to add personal thanks for the cooperation of the many noted speakers, soloists, choral groups and musicians who participate in our Services from year to year; and for the assistance of the several Guilds and Unions involved. Finally, our utmost gratitude is extended to the County of Los Angeles as owner of the Bowl property and to the Hollywood Bowl management itself.

Sincerely,

Postmaster, Los Angeles, and
President, Hollywood Bowl Easter
Sunrise Service



HOLLYWOOD

Glamour

FROM THE BEGINNING



Hollywood is a name that today means "glamour" to the whole world! In the days of the Spaniards, this area was mostly a cactus-covered wasteland, converted by the first settlers into cattle ranches. But a severe drought in 1879 put an end to this enterprise. Four years later, H. H. Wilcox, a newcomer from Kansas, established a 160-acre orchard at what is now Cahuenga and Hollywood Boulevard, and his wife named their ranch "Hollywood." To humor his spouse, Mr. Wilcox sent abroad for some evergreen English holly bushes, which

certainly seems to have been an attempt at 'glamour' even in that early day!

For many years, most of the area south of the Hollywood Hills was devoted to the citrus industry — and for a time there were even fields of pineapples cultivated! Around the turn of the century, Paul De Longpre, a French artist who specialized in painting flowers, added more glamour by building a Moorish Castle art gallery, on Wilcox Avenue near Hollywood Boulevard, and this soon became a major tourist attraction.

With the construction of the first motion picture studio in 1911 by the Nestor Film Co., the real glamour of Hollywood as the movie capital of the world began. The late C. B. DeMille produced his first movie, "The Squaw Man," in a studio converted from an old barn on Vine Street, between Sunset Boulevard and Selma Avenue. Some time later, the Universal Studios were erected at the north end of Cahuenga Pass (through which the Hollywood Freeway now extends, past the entrance to Hollywood Bowl.) Taking advantage of California's abundant sunshine for film making, studios began to spring up all over Hollywood.

With the advent of radio, talking pictures, television and the recording industry, Hollywood is now the world's leading entertainment center, and scores of actors, artists, writers, musicians, photographers, composers and technicians call Hollywood "home." Along with its glamour, Hollywood is also a city of beautiful homes and magnificent church edifices, of many faiths and creeds. It is said that there are more churches in Hollywood per capita than any other city in America!

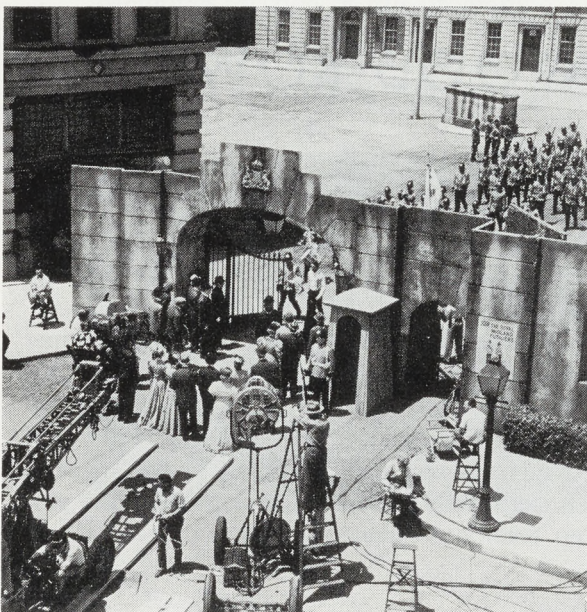
Shown here are some of the principal tourist attractions, such as the famed Hollywood and Vine intersection, the footprints of movie stars, etc. In the old days, movie companies made use

of the actual streets and buildings of Hollywood for shooting some of their pictures. It was not unusual to see the stars of silent picture days, or the comic Mack Sennett Keystone Cops, performing on boulevards throughout the area, then eating their lunch at corner drugstores. That was real "glamour!" To recapture some of that glittering atmosphere, the Hollywood Improvement Association has launched an ambitious modernization undertaking, as depicted elsewhere in this booklet.



SPECTACULAR LIGHTING, WAR BOND RALLY

TYPICAL MOVIE SET



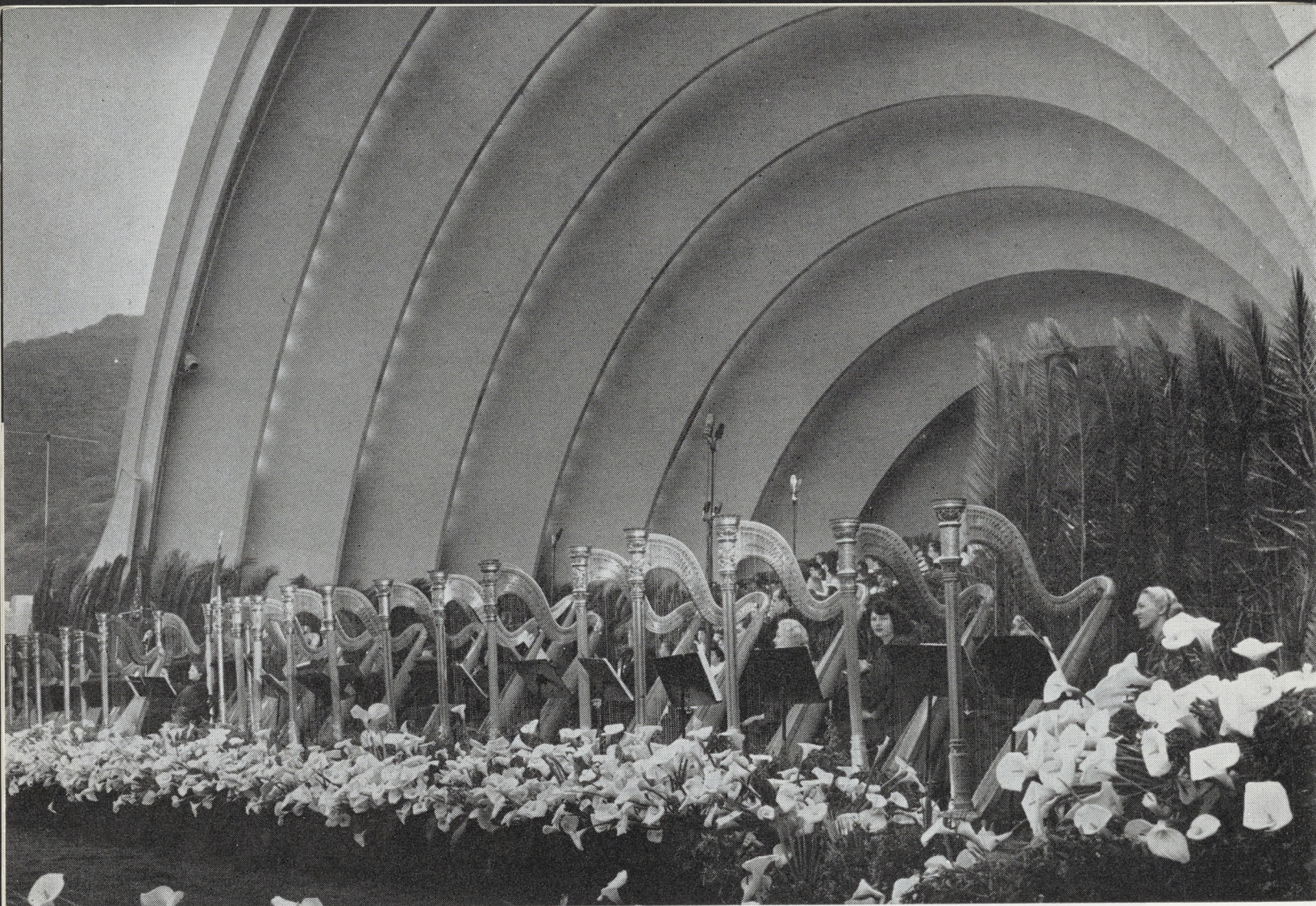
FIRST UNIT OF CBS TELEVISION CITY



FOOTPRINTS OF CINEMA CELEBRITIES

PICTURESQUE THEATER FORECOURT





Easter Dawn

AT THE HOLLYWOOD BOWL

To witness the approach of dawn on Easter morning amid the towering hills which surround Hollywood Bowl is truly an *unforgettable experience!* As the first rays of light appear in the East, a magnificent silhouette of the mountain tops is created, accompanied by the melodious singing of birds in the shrubbery and trees dotting the landscape. Background music is played continuously on the mighty Allen Organ, coming to a climax as the hour of 5 o'clock

is sounded on the Carillonic bells and the nationwide radio broadcast of the Easter Service begins, along with the television coverage of the event for West Coast viewers.

The exalted sounds of the Sunrise Trumpet Call by six white-robed trumpeters ring out from a nearby hillside over the assembled throng in the great amphitheater of Hollywood Bowl, heralding the beginning of the worship service, which is always the singing by the vast

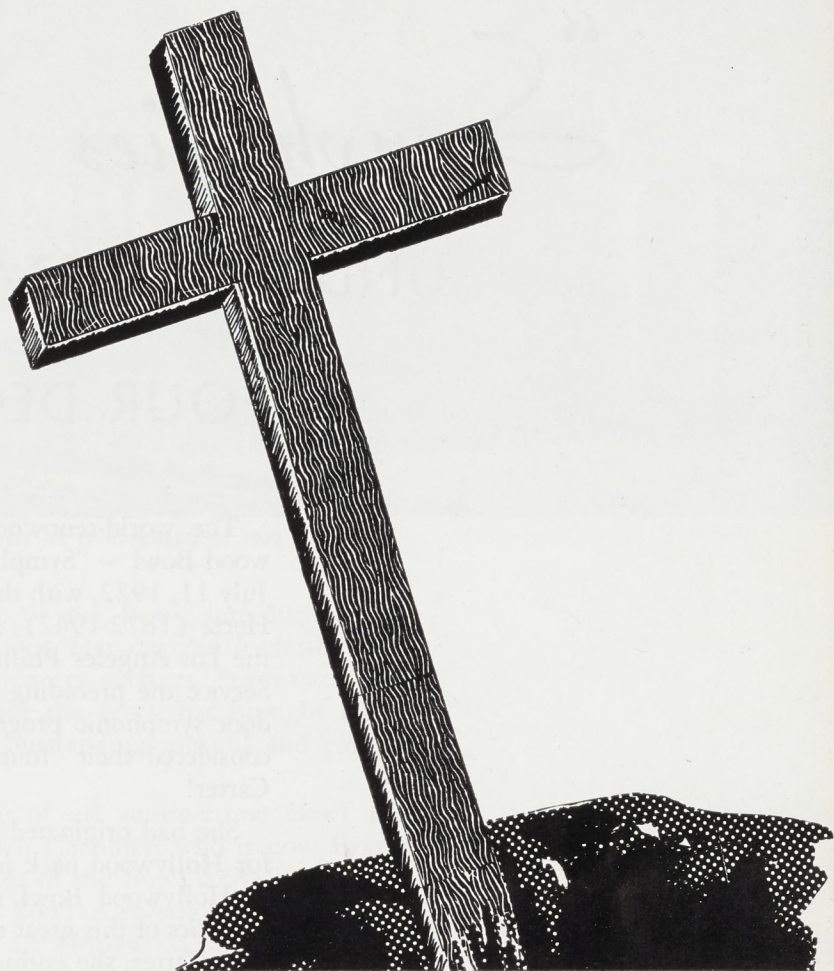
audience of the traditional hymn, "Holy, Holy, Holy."

With the passing of each moment, more and more of the beauty of thousands of lilies is revealed, floating in the pool and adorning the rostrum and stage. In another few minutes, one of the most beloved traditions of the Easter Sunrise Service is displayed. The Youth Chorus in the form of a cross is robed in black during the first part of the service. Then the children rise, and at a signal from their director, the black robes are dropped in a dramatic, precise movement — to reveal the choir of 200 as a "Living Cross" of pure white! Their song is the triumphant "Christ the Lord Is Risen Today," as it has been every year since this tradition was established.

Although the immense size of Hollywood Bowl tends to lend a spectacular atmosphere to any event held here, the Committee has always endeavored to maintain as reverent an aspect as possible to the Service. There is no applause throughout the Service, although some of the world's finest voices have been heard, as well as the greatest symphonic and choral works. One year an ensemble of harpists, arrayed across the front of the platform, was the featured musical attraction, and our speakers have included clergymen and religious leaders of national and world-wide renown.

Numerous film personalities have graciously cooperated through the years, including such stars as Mary Pickford, Anita Louise, and William Farnum, whose photographs appear in the "Memories" section of this program.

The 76-acre Bowl property is owned and maintained by the County of Los Angeles, De-



partment of Parks and Recreation. Recent improvements include permanent control towers containing spot-lighting and sound equipment; beautifully landscaped picnic areas and parking facilities; new paving and seating; and an artistic reflecting pool in front of the reconditioned orchestra shell, with illuminated fountains which become a spectacular feature during summertime program intermissions.



AN EARLY DAY SERVICE — CHILDREN'S CHORUS ON HILLSIDE

"Symphonies

UNDER THE STARS"



ARTIE MASON CARTER

FOUR DECADES OF MELODY...

The world-renowned series of summer concerts in Hollywood Bowl — "Symphonies Under the Stars" — first began on July 11, 1922, with the beloved German conductor, Dr. Alfred Hertz (1872-1942), at the podium. It was the appearance of the Los Angeles Philharmonic Orchestra at the Easter Sunrise Service the preceding year that actually led to the famed outdoor symphonic programs; and if any ONE person could be considered their "founder," it was Mrs. J. J. (Artie Mason) Carter!

She had originated the idea of an out-of-door Easter service for Hollywood back in 1919. And when the service was held in Hollywood Bowl in 1921 for the first time, the perfect acoustics of this great natural amphitheater so greatly impressed Mrs. Carter, she enthusiastically enlisted the support of friends and fellow music lovers for other programs at the Bowl. After patiently overcoming what seemed to be impassable financial



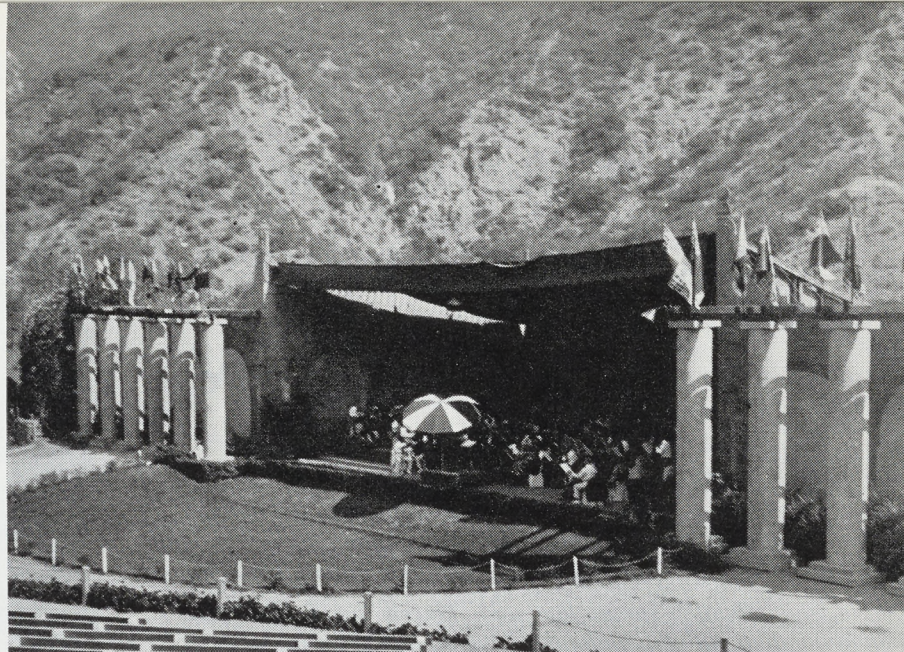
DR. ALFRED HERTZ



difficulties for purchase of the property, seats and equipment, it was finally possible to open the first Philharmonic concert series on that memorable summer night of 1922. The admission charged was twenty-five cents!

Since that time, many of the world's most noted maestros, famous vocal soloists including leading operatic stars, instrumentalists, and choral and dance groups have appeared in Hollywood Bowl. But financial success was not always easy! During the critical "depression" years, Mrs. Leiland Atherton Irish guided the uncertain destiny of the Bowl, introducing light opera to stimulate attendance, among other innovations. Her inspired leadership, and that of numerous other philanthropic Hollywood pioneers such as Postmaster Otto K. Olesen and Realtor-Financier C. E. Toberman over the years, has brought Hollywood Bowl to the status of one of America's most outstanding musical and cultural centers.

A crisis occurred in 1951, threatening the future of all summertime Bowl programs. Under the untiring leadership of Mrs. Norman Chandler, who is now Honorary Chairman of the Board, loyal patrons and friends of the Bowl actively supported the strengthening of the financial structure of the Bowl Association, of which Mr. Gwynn Wilson is now president. The 1960 season of Hollywood Bowl, July 5 to Sept. 3, will open with Pierre Montieux as guest conductor.

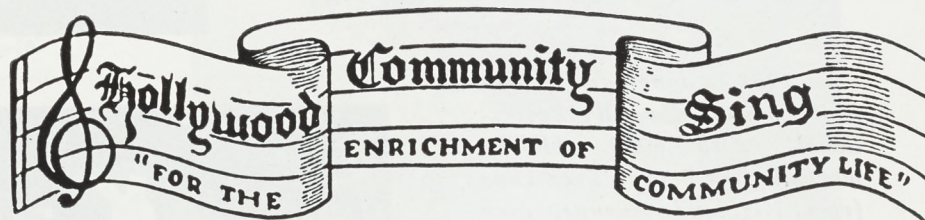


THE BOWL AS IT APPEARED IN 1922



INEZ JACOBSON

HUGO KIRCHHOFFER



It was in May, 1917, with our country just entering into the conflict of World War I, that the Hollywood Community Sing was organized by a group of nine persons as a means of community morale-building and friendliness. The next year, the group launched its first outdoor Sing at Hollywood High School's athletic field, honoring 300 young soldiers who were leaving for overseas service. The Community Sing then sponsored the first Easter Sunrise Service for Hollywood the following year, 1919 — assembling on a hill in Whitley Heights. Hugo Kirchhofer, affectionately known as "Kay," was director of the Sing from its beginning until his death in 1955; and Inez Jacobson, the original accompanist, is still serving.

TIME-HONORED

Traditions

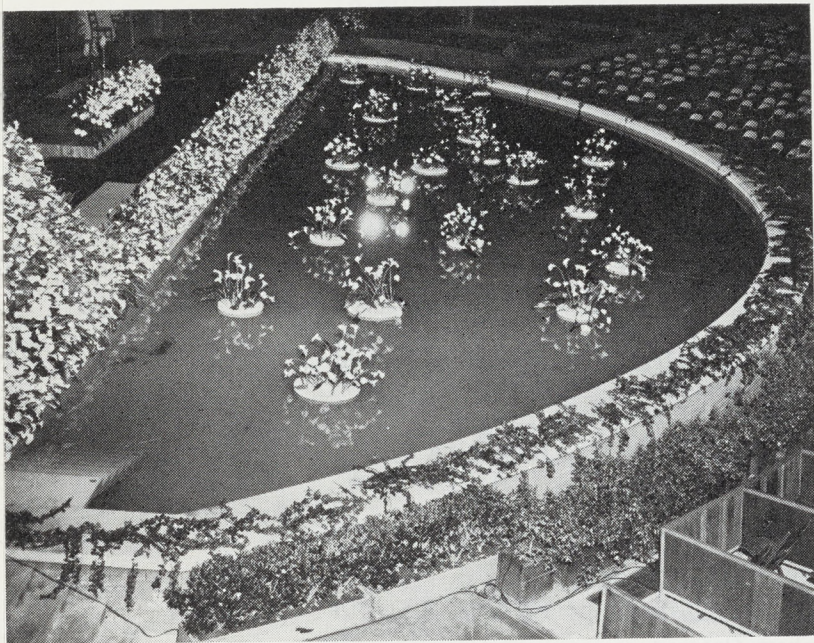
The oldest tradition of the Easter Sunrise Services in Hollywood Bowl is the Children's Chorus, introduced at the 1922 Service, with the singers grouped in the now-familiar "Living Cross" formation and placed on a northern slope above the parking area back of the location of the present orchestra shell. Some of the boys and girls now comprising the 200-voice choir are children or close relatives of the original child vocalists who were trained for that early-day feature by the late Hugo ("Kay") Kirchhofer, founder of the Chorus. Their hymn is always the lilting "Christ the Lord Is Risen Today."

Another feature, the traditional silver trumpeters, was started in 1924, with a majestic fanfare of eight white-robed girls sounding the exultant, harmonic chords of the "Gloria Patri" by Charles Meineke. The trumpets were heard at that service from atop a rocky knoll to the west of the great natural amphitheater which was then an unimproved terrain of hill-covered trees and sagebrush. The location of the trumpeters has varied over the years, but this year they are again playing from a scenic billtop.



In 1928, a long-favorite activity began—the Lily Processional! With 600 children marching up Pepper Tree Lane from Highland Avenue, each bearing lilies for decorating the stage and rostrum, the Processional was held each year on the Saturday afternoon preceding Easter Day; and as an added attraction for the youngsters, an Easter Egg hunt was held on some of the occasions. The Lily Processional, discontinued during the War years, is now only a memory.





A HUNDRED THOUSAND

Lilies

Every Easter morning, the crescent-shaped pool in front of the Bowl's graceful orchestra shell is resplendent with floating islands of artistically arranged Calla lilies, and the stage platform is literally engulfed in the beauty of 100,000 blossoms. The tradition began in 1926, when an elderly little lady trudged up the steep path, carrying a bunch of lilies to place before the improvised altar for the Easter Service. In an attempt to grow these flowers at the Bowl itself, the following year Mary Pickford participated in a gala lily planting ceremony. Today, the stately Calla blooms are brought from the gardens of homes and estates all over Southern California. At least two million of these white blossoms have been used for decorating since the time that first offering was made by the anonymous little old lady.

Decorating FOR EASTER

Seen here are examples of the long hours of work given by volunteer helpers in arranging the lilies and greenery for creating an inspiring and beautiful setting for the Easter Sunrise Service. Each worker feels a glowing spirit of cooperation, a devotion to higher ideals and the inspiration of creative living and working together — all symbolic of the Easter season. Each lily seems to symbolize the Christian spirit of purity, tolerance, and brotherly love for our fellow man.



40th Annual

HOLLYWOOD BOWL EASTER SUNRISE SERVICE

Sunday, April 17, 1960

5:00 to 6:00 a.m.

MARIE GIBSON
Soloist

JOHN GUARNIERI, JR.
Soloist

ALL-LUTHERAN CHOIR OF SOUTHERN CALIFORNIA
Dr. Arthur Wolf and Francis Green, *Conductors*
Anita Priest, *Organist*

EASTER SUNRISE YOUTH CHORUS
Joseph E. Gaudio, *Conductor*
Winifred Chambers, *Organist*

ART LINKLETTER
Reader

THE REV. FRANKLIN CLARK FRY, D. D.
Easter Message

PROGRAM

Please refrain from talking and applause

EASTER CARILLON James G. Corcoran
SUNRISE TRUMPET CALL—"GLORIA PATRI" Meineke
Easter Trumpeters: Inice Millican, Betty Hooper, Sylviamay Crawford,
Janet Henry, Pat Wagner, Sharon Best

HYMN—"HOLY, HOLY, HOLY" Dykes
The audience is requested to join in the singing with the choir
Anita Priest, *Organist*

Holy, Holy, Holy, Lord God Almighty, Early in the morning our song shall rise to thee.	Holy, Holy, Holy, Lord God Almighty, All Thy work shall praise Thy name, in earth and sky and sea.
Holy, Holy, Holy, merciful and mighty God in Three Persons, blessed Trinity.	Holy, Holy, Holy, merciful and mighty. God in Three Persons, blessed Trinity.

INVOCATION Dr. Merle E. Fish, Jr.
Pastor, Hollywood Congregational Church

"CHRIST LAY IN DEATH'S STRONG BANDS" Bach
All-Lutheran Choir of Southern California
Dr. Arthur Wolf, *Conductor*
Anita Priest, *Organist*

"THE PALMS" Faure
John Guarnieri, Jr., *Tenor*
Anita Priest, *Organist*

"A-MINOR CHORALE" Franck
Robert Mitchell, F.T.C.L., *Soloist* at the Allen Organ,
Director of the Mitchell Boys Choir

"THE MASTER IS COMING" Emma A. Lent
Art Linkletter, *Reader* Robert Mitchell, F.T.C.L., *Organist*

"CHRIST THE LORD IS RISEN TODAY" Davidica
Easter Sunrise Youth Chorus
Joseph E. Gaudio, *Conductor* Winifred Chambers, *Organist*

SCRIPTURE READING, John 20: 1-18 Rev. J. Wayne Ulrickson
Pastor, Los Feliz Methodist Church
President, Hollywood Ministerial Association

"AVE MARIA" Gounod
Marie Gibson, *Soprano*
Anita Priest, *Organist*

EASTER ANNOUNCEMENTS Harold Winn

OFFERTORY: "CHORALE IN D-MAJOR" Bach
"CHORALE PRELUDE" Brahms
"POSTLUDIUM, HOSANNA" Gaul
Dr. William F. Connell, Jr., *Soloist* at the Allen Organ

"THE LORD'S PRAYER" Malotte
John Guarnieri, Jr., *Tenor* Anita Priest, *Organist*

EASTER MESSAGE Dr. Franklin Clark Fry
President, United Lutheran Church in America

"HALLELUJAH CHORUS" from "The Messiah" Handel
All-Lutheran Choir of Southern California
Francis Green, *Conductor*

BENEDICTION Rev. William F. Blackstone
Minister of Missions, First Presbyterian Church of Hollywood

EASTER CARILLON James G. Corcoran, *Carillonneur*

FRANK ALLAN HUBBELL, *Musical Director*

A special choral group, singing today at the 40th Annual Easter Sunrise Service, is comprised of the choirs of several Southern California Lutheran Churches—from Los Angeles, Hollywood, Glendale, North Hollywood, Culver City and Huntington Park. The conductors of the combined group are Dr. Arthur Wolf, Director of Music, First Lutheran Church in Glendale, and Mr. Francis Green, Director of Music, Hollywood Lutheran Church.





FEATURED AT THE

40th Annual EASTER SUNRISE

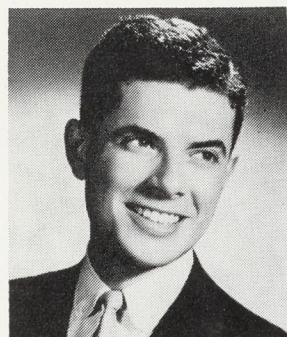
THE REV. FRANKLIN CLARK FRY, D.D.

One of the world's foremost clergymen, the Rev. Dr. Franklin Clark Fry has served as president of the United Lutheran Church in America since 1944 and as president of the Lutheran World Federation since 1957. He is chairman of a 90-member policy-making Central Committee of the World Council of Churches, Chairman of its Executive Committee, and Vice-Chairman of the U. S. Conference for the World Council of Churches. He is actively interested in church relief work overseas, and in 1951 made a round-the-world flight to inspect conditions and needs of displaced persons and war refugees. Dr. Fry is a graduate of Hamilton College, Clinton, N. Y., and Philadelphia Lutheran Theological Seminary, and he holds 13 honorary degrees from other colleges and universities.



MARIE GIBSON

The West Coast winner of the 1957 San Francisco Opera Debut Auditions, Marie Gibson appeared in the American premiere of Richard Strauss' opera, "Ariadne auf Naxos," in San Francisco, and has since sung in numerous other operatic productions, as well as Broadway musical comedies in New York. She has been a guest artist with the San Francisco Symphony and the Los Angeles Philharmonic orchestras, and for the last four years she has been soprano soloist at the Carmel (Calif.) Bach Festival. Miss Gibson also has performed four seasons with the Los Angeles Opera Guild. She is a native of the state of Montana. Her melodious voice is frequently heard in concert and choral work, including television appearances.



JOHN GUARNIERI, JR.

Winner of the Metropolitan Opera Guild student auditions in New York at the age of 15, John Guarnieri's first operatic appearance was at Carnegie Hall in "Aida." He sang another role from this opera as soloist with the All-City High School Chorus in Madison Square Garden. He was the understudy to the romantic lead in the musical show, "Fanny," on Broadway, and has played leads in several other musical comedies. He is currently a tenor with the Los Angeles Grand Opera Association, and a member of the "Top Twenty" on the Tennessee Ernie Ford Show on television. Young Guarnieri is a descendant of the famed Guarnerius family of violin-makers of Cremona. He plans to become a full-time opera singer.



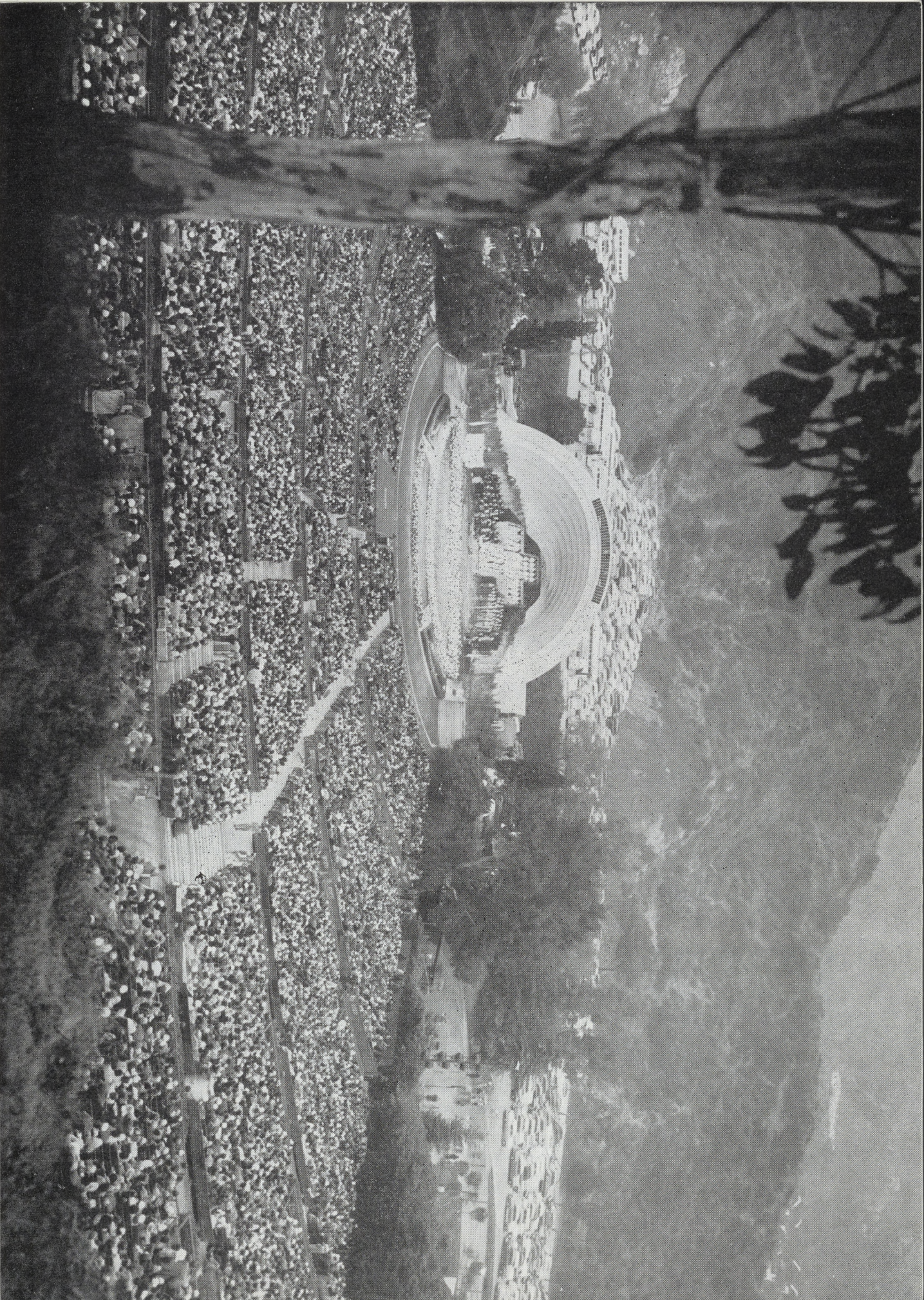
ART LINKLETTER

As one of our nation's top entertainment personalities, the long-standing popularity of Art Linkletter with the American public is a tribute to his wide range of talents, plus a driving capacity for hard work. His relaxed manner on television and radio programs and in his personal life belies the fact that he is one of the most tireless individuals in Hollywood. He has long been active in YMCA work—as national spokesman for its youth activities; as fund raiser; and as a member of the Board of Directors of the Hollywood "Y." Mr. Linkletter is also a leader in Boy Scout work; is on the Board of the L. A. Orphanage and the National Goodwill Industries; and is National Campaign Chairman of the Arthritis Foundation.



JAMES G. CORCORAN

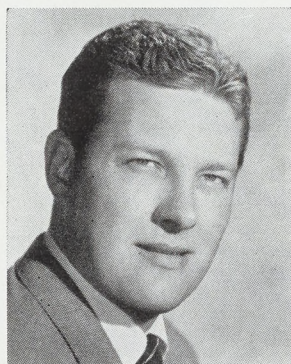
For the last ten years, James Corcoran has occupied the position of Carillonneur for Hollywood Bowl and for the Easter Sunrise Services. He has played Sunday concerts for the entertainment of thousands of visitors at the Bowl, and has made numerous recordings; but his most cherished assignments are the Easter Sunrise Services and his radio broadcasts on Christmas eve for the enjoyment of American servicemen stationed overseas. Mr. Corcoran supplies the two organs used at the Easter program—one for the Children's Choir and the \$50,000 Allen concert organ used for solo work and accompaniment.



Hollywood Bowl's 20,000 permanent seats, orchestra shell 45 feet high and 60 feet deep, and modern lighting and sound equipment have made this the most perfectly equipped outdoor auditorium in the world. The huge shell can be moved westward on its own tracks to an out-of-view position, enabling the transformation of the stage area for the presentation of outdoor operas, pageants, and other spectacular events — using the natural mountain background for scenery.



MRS. LEILAND A. IRISH
1st Vice Pres.



KEN YOUNGER
2nd Vice Pres.



MRS. LAWRENCE DOWNS
3rd Vice Pres.



HAROLD WINN
Chairman, Production
Committee

The WORKERS

Hollywood Bowl Easter Sunrise Service

A Community Non-Profit Corporation

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Joseph E. Gaudio, Conductor
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(San Fernando Valley)
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SALUTATION OF THE DAWN

From the Sanskrit

Listen to the Exhortation of the Dawn!
 Look to this Day!
 For it is Life, the very Life of Life.
 In its brief course lie all the Verities
 and Realities of your Existence;
 The Bliss of Growth,
 The Glory of Action,
 The Splendor of Beauty.

For Yesterday is but a Dream,
 And To-morrow is only a vision;
 But To-day well-lived makes every
 Yesterday a Dream of Happiness,
 And every Tomorrow a Vision of Hope.
 Look well therefore to this Day!
 Such is the Salutation of the Dawn.

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All Service Clubs of Hollywood
 California Garden Club, Inc.
 Camp Fire Girls
 Hollywood Chamber of Commerce
 Hollywood Community Sing
 Hollywood Garden Club
 Hollywood Business and Professional
 Women's Club
 Hollywood YMCA
 Hollywood YWCA

Los Angeles Garden Club
 Opera Guild of Southern California
 Soroptimist Club of Los Angeles
 Velada Club of Hollywood
 Woman's Club of Hollywood
 Women's Division, Hollywood Chamber
 of Commerce
 Women's Division, Los Angeles Chamber
 of Commerce

ACKNOWLEDGEMENTS

The Hollywood Bowl Easter Sunrise Service Committee wishes to express its thanks to all participants on the program, American Red Cross, Salvation Army, Central Receiving Hospital, Hollywood High School, Los Angeles Police Department, Los Angeles County Sheriff's Department, Sparkletts Company, the Coca-Cola Bottling Company, Helms Bakery, Hughes Market, and First Methodist Church of Hollywood (for use of hall for Youth Chorus rehearsals.)

The Service is being broadcast from coast to coast by the Columbia Broadcasting System (local outlet KNX), produced and directed by David Vaile for the CBS Radio Department of Public Affairs. It is re-broadcast to the entire world by the Armed Forces Radio Services. This year the entire program is being narrated by George Walsh.

The Service is also televised as a public service by KTTV

(Channel 11). Bill Welsh produces the program, Bob Hiestand directs. The Hollywood Bowl is made available for this event without cost by the Los Angeles County Board of Supervisors.

The Allen Organ is the official organ of Hollywood Bowl Easter Sunrise Service, courtesy of Corcoran Music Co.; carillon bells by Schulmerich Carillons, Inc. The organ used for the Youth Chorus is furnished through the courtesy of James Corcoran. Permission to print words of "A Perfect Day" courtesy of Boston Music Co., Boston, Mass.

Special thanks and gratitude to the Board of Directors and the employees of the Hollywood Bowl Association, and the County of Los Angeles Department of Parks and Recreation, for their assistance.

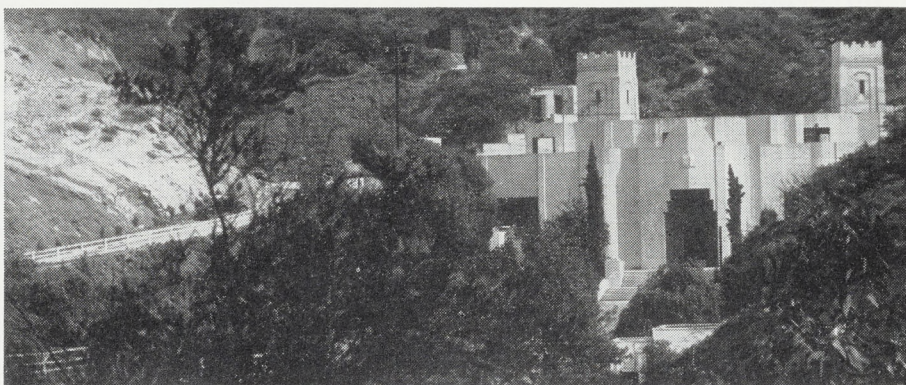
The PILGRIMAGE PLAY

Undoubtedly the most outstanding drama presented in the United States dealing with the Life of Christ, The Pilgrimage Play was founded by Christine Wetherill Stevenson — its premiere held on June 27, 1920. To obtain authentic stage properties and costumes, she made a trip to the Holy Land, bringing back trunk loads of fabrics and materials. The Play is presented in 12 scenes, some of which are enacted amid the natural scenery of the Hollywood hills. The present concrete theater of ancient Judaic architecture was dedicated in 1931, and since the deeding of the 27-acre property to the County of Los Angeles in 1943, extensive

improvements have been completed.

This inspiring drama is presented under auspices of the Pilgrimage Theatre Foundation, a non-profit corporation, with co-sponsorship by the City and County of Los Angeles, without whose financial help the Play's annual presentation would be impossible, since the Theater's capacity is only 1,312 and the admission is kept nominal, yet the production costs are quite large, with a cast of 100. The present producer is John Arnold Ford.

To mark the location of the Pilgrimage Theater, an illuminated cross standing 50 feet high on a nearby hilltop is lighted nightly from dusk to dawn. This has become a familiar landmark to Hollywood residents, to airline pilots and to thousands of motorists traveling on the Freeway through historic Caluenga Pass.



The Pilgrimage Theater, East of the Hollywood Freeway

"The Last Supper" Scene in The Pilgrimage Play





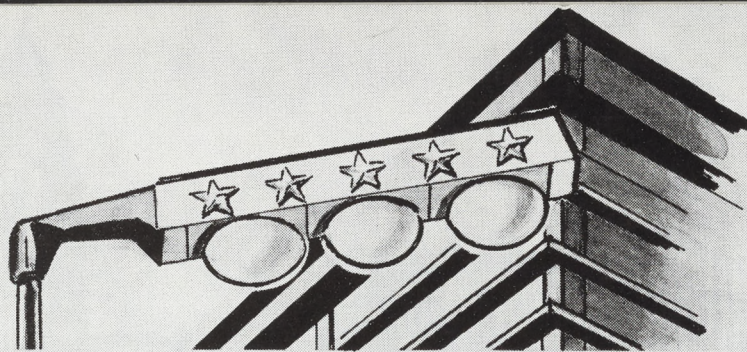
Fabulous LOS ANGELES

Forty years ago, when Hollywood Bowl was nothing more than a little valley called "Daisy Dell," hidden in the chaparral-covered hills that had once been purchased by a camel-trader from Smyrna for \$1.25 an acre, the population of the entire city of Los Angeles was less than 580,000. Today it stands at approximately 2½ million; while the population of the County of Los Angeles, now exceeding six million, is more than that of the entire State of California in 1921 when the first Hollywood Bowl Easter Sunrise Service was held.

It is no longer news that experts predict this fabulous city within the next 20 years will be the nation's largest — one vast, sprawling giant metropolis stretching 200 miles along the Pacific coastline, from Santa Barbara southward to San Diego!

To care for the needs of such a gigantic community, an immense system of interlocking Freeways (such as depicted above with the Civic Center in the background) is gradually adding mile after mile of high speed traffic arteries; and a \$46,000,000 construction project on a 265-acre tract at Los Angeles International Airport will be capable of handling 23-million passengers a year by 1970. Already the third busiest in the world, the Airport will cover 3,000 acres when completed. The downtown Civic Center, another multi-million dollar project, is also rapidly developing, and eventually a tremendous Music Center will be built on a hillside near Temple and Grand Avenue —sitting like a Crown Jewel to dominate this handsome enterprise and overlooking a landscaped, fountain-splashed Mall to the east.

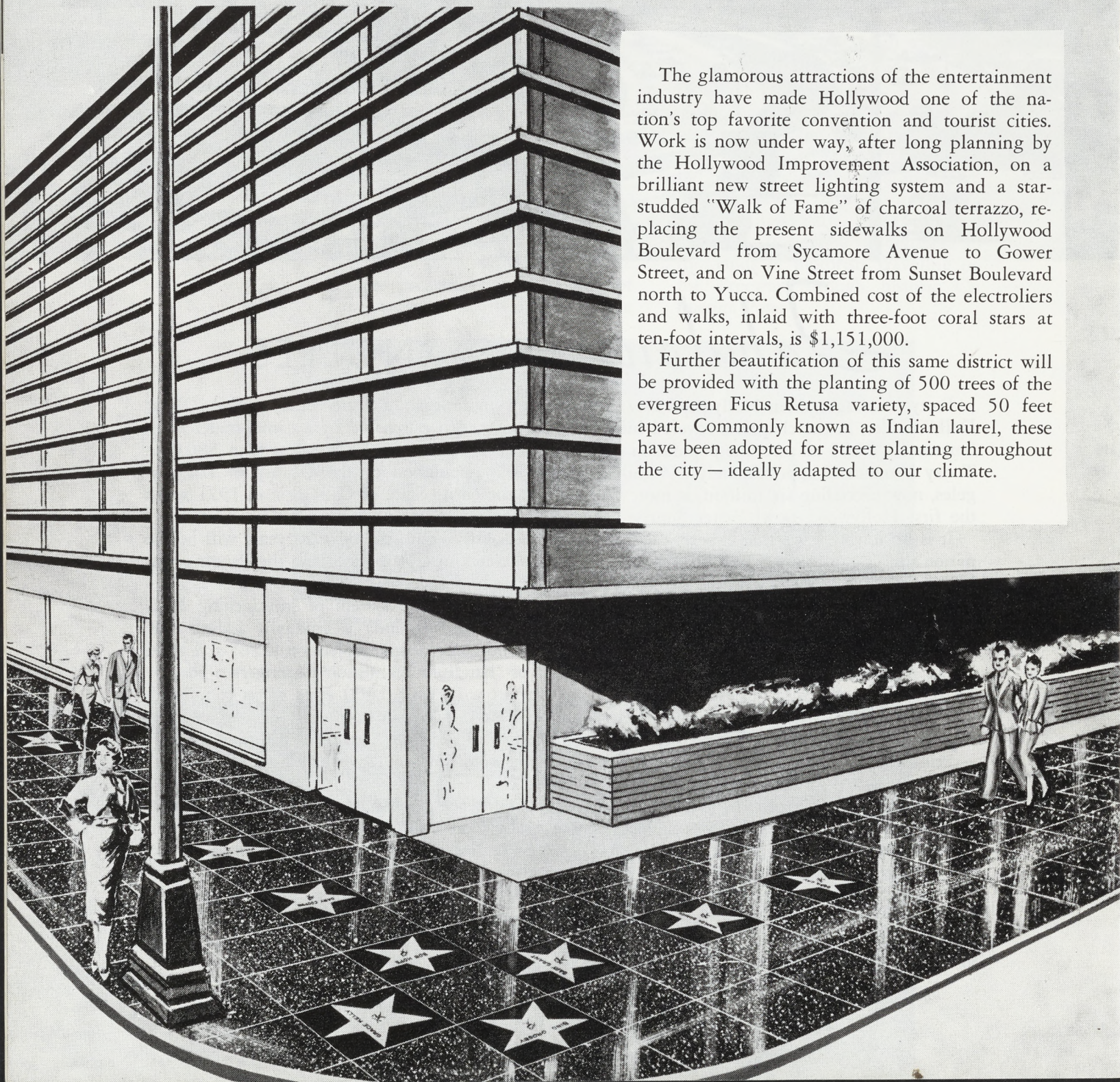
As cultural assets for the benefit of its people, the County of Los Angeles owns, in addition to its museums, art galleries, beaches and parks, the Hollywood Bowl and the Pilgrimage Theater. The 4,083 square mile area of the County has emerged in less than a half century from a sleepy, sub-tropical agricultural and residential resort area into one of America's leading industrial regions. The mammoth Los Angeles harbor, which now handles over 23 million tons a year, was literally scooped out of mud flats in the early part of this century. The Port of Los Angeles encompasses 7,000 acres of land and water area. There seems small wonder that almost everything pertaining to "L.A." soon becomes labeled "fabulous."



HOLLYWOOD LOOKS TO THE *Future*

The glamorous attractions of the entertainment industry have made Hollywood one of the nation's top favorite convention and tourist cities. Work is now under way, after long planning by the Hollywood Improvement Association, on a brilliant new street lighting system and a star-studded "Walk of Fame" of charcoal terrazzo, replacing the present sidewalks on Hollywood Boulevard from Sycamore Avenue to Gower Street, and on Vine Street from Sunset Boulevard north to Yucca. Combined cost of the electroliers and walks, inlaid with three-foot coral stars at ten-foot intervals, is \$1,151,000.

Further beautification of this same district will be provided with the planting of 500 trees of the evergreen *Ficus Retusa* variety, spaced 50 feet apart. Commonly known as Indian laurel, these have been adopted for street planting throughout the city — ideally adapted to our climate.



The Walk of Fame will contain 210,000 sq. ft. of terrazzo—equivalent to five acres! The names of more than 1,500 celebrities of motion pictures, the theater, television, radio and the recording industry will be inlaid in the sidewalks. The new series of 157 light standards will contain triple 700-watt mercury vapour lamps in each arm extending over the street, with coral stars in the sides of the lamp housings. These will be turned on 30 minutes prior to the general lighting circuit, giving the appearance of a gala canopy of stars. Future visitors will find "the Boulevard" and the famed "Hollywood and Vine" intersection the brightest in America!

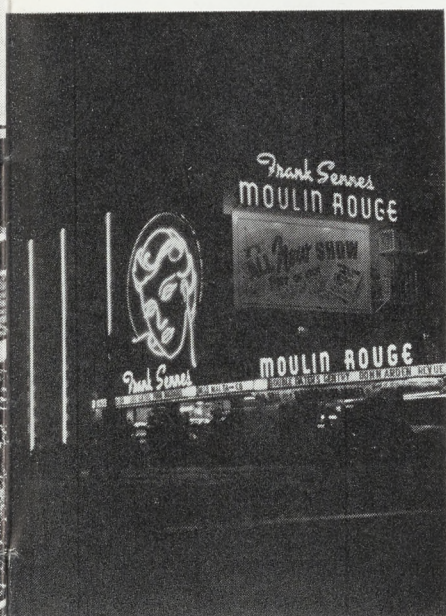
Another of the startling changes in the appearance of Hollywood is the \$20,000,000 Center taking shape under the guidance of Charles E. Toberman, president of the First Federal Savings & Loan Association. Already completed is the handsome 12-story headquarters of this Association, at Highland and Hollywood, and on the adjacent site (where the old Hollywood Hotel once stood) a three-level partly subterranean garage has been built. Plans are progressing on a proposed new 28-story hotel development, and it is also Toberman's dream to erect an ultra-modern department store above the underground parking facility, along with a supermarket, restaurant, banquet hall and pool.

The development of Hollywood has been the life-long work of this civic and business leader who came to the Coast from Texas in 1902. In 1907 he bought a tiny building at Hollywood and Highland for \$100, and the same year he became treasurer of the City of Hollywood, serving until February, 1910, when the district was annexed to Los Angeles. During the ensuing years, he literally changed the face of Hollywood with the promotion of such sites as Grauman's Chinese and Egyptian Theaters, the Roosevelt Hotel, Masonic Temple, Paramount Theater, the Outpost residential estates, and the Hollywood Bowl.

Another new and interesting project still in the planning stage is a \$4,000,000 Film Museum Center, to be built on a three-acre site east of Highland Avenue across from the Bowl's entrance. Initial plans envision a complex of five buildings connected by covered walkways and landscaped gardens. Included will be a 500-seat theater for showing classic old-time films, a sound stage where tourists could see movies in the making, a museum and galleries. Chairman of the Citizens Committee for the Film Museum is Sol Lesser, producer of such well-known pictures as the "Tarzan" series and others.

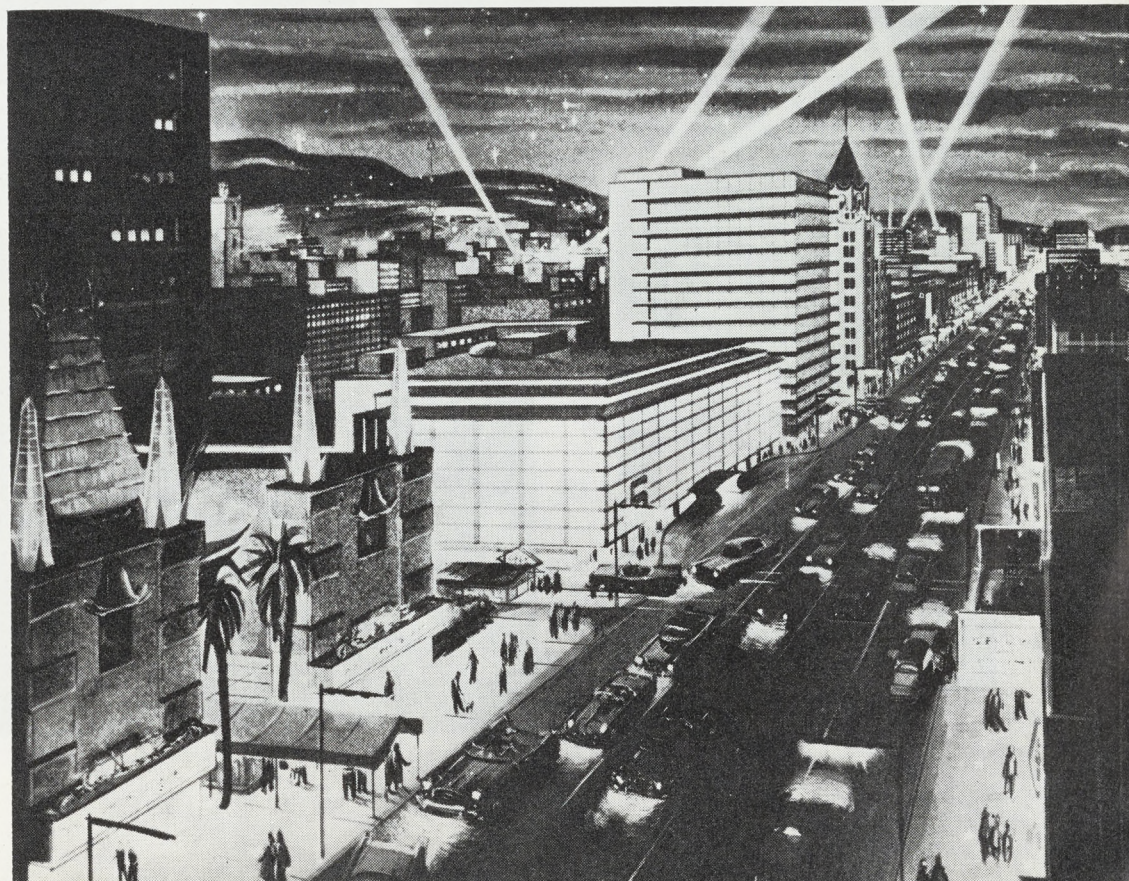


C. E. TOBERMAN



Typical Glittering Night Club

"The Boulevard" looking east, with proposed new buildings in left center.





MARY PICKFORD

Memories

OF OUR YESTERDAYS

Depicted on these pages are some scenes of yester-year and a few of the notable personalities who have participated in Easter Sunrise Services at Hollywood Bowl over the years. Old-timers will recall the picturesque "Pepper Tree Lane" as it appeared before the era of motor cars necessitated renovation for additional entrance and exit roads. The original Pepper Trees are said to have grown from fence posts along the first path into the Bowl! The big tub-shaped Wishing Well, into which nickels and dimes were thrown in the early days to help support the Bowl enterprise, is still there.

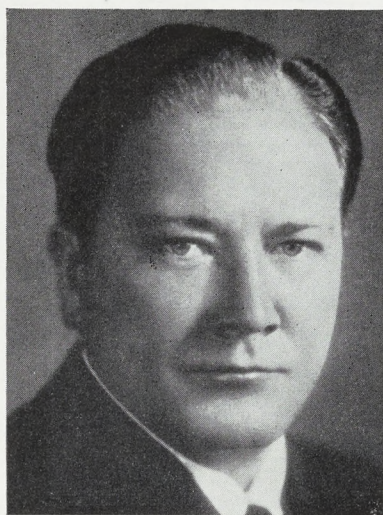


CHARLES WAKEFIELD CADMAN

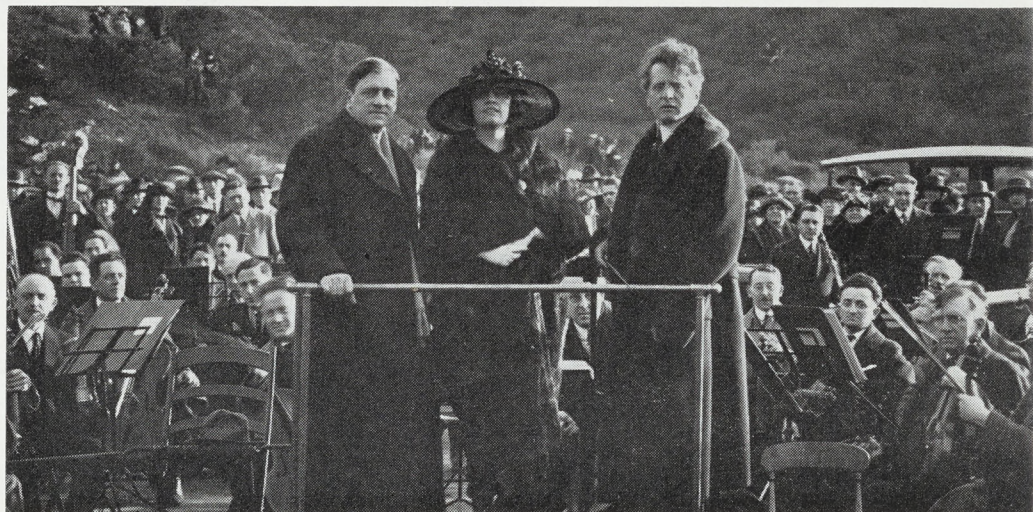


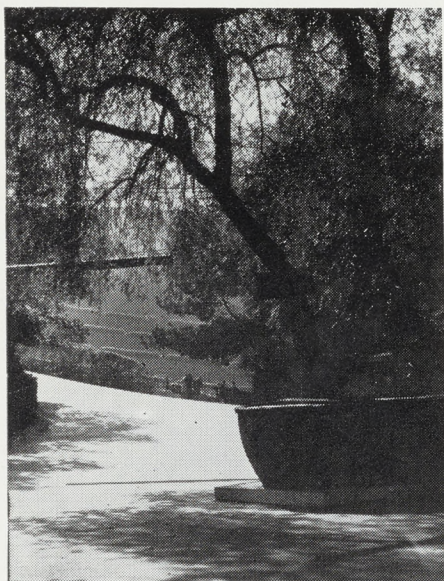
ANITA LOUISE

AT FIRST SUNRISE SERVICE in Hollywood Bowl, Walter Henry Rothwell conducted the Los Angeles Philharmonic Orchestra. Soloist was Elizabeth Rothwell (center). W. A. Clark, Jr., founder of the Orchestra, at left.

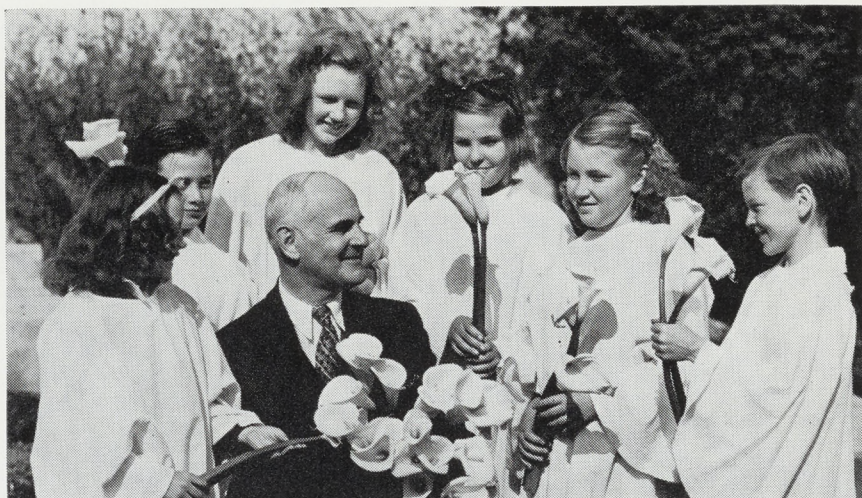


JOHN CHARLES THOMAS





THE WISHING WELL



Hugo Kirchhofer in 1922, originator of the Childrens' Chorus and the "Living Cross." He also gave the name "Hollywood Bowl" to the outdoor setting.



WILLIAM FARNUM



Romantic Pepper Tree Lane, traversed by countless thousands of music lovers and Easter Sunrise worshippers.

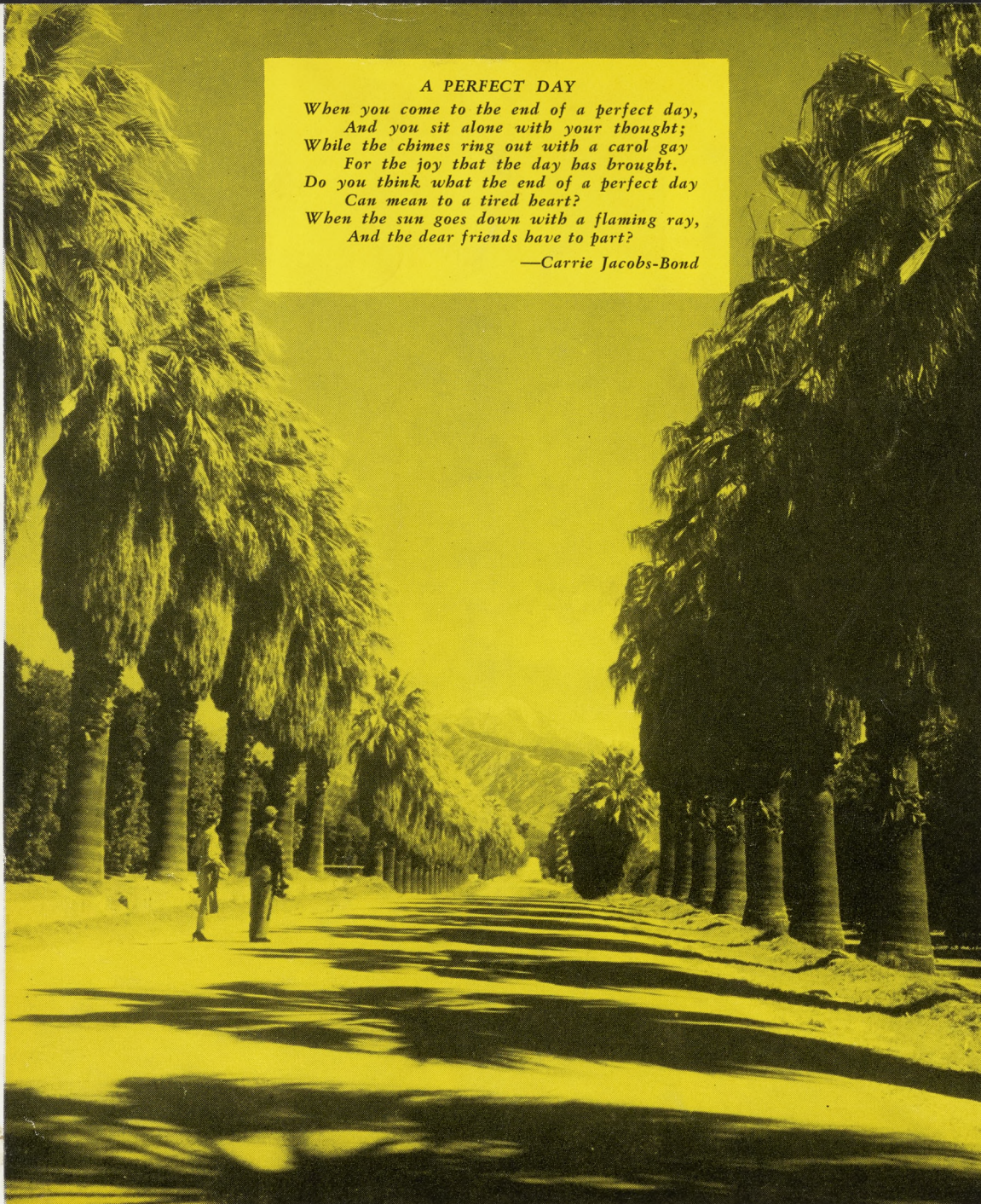
40TH ANNIVERSARY SOUVENIR PROGRAM MAILING INFORMATION

This beautifully illustrated Souvenir Program may be sent by third-class mail anywhere in the United States for 4½¢ postage. To foreign countries, including Canada and Mexico, the rate is 6¢. A convenient address label is provided on the back cover for those who wish to mail this to distant friends and relatives. Anyone may obtain an additional copy of this program, including a mimeographed copy of the 1960 Easter Sermon by Dr. Franklin Clark Fry, by sending \$1.00 to the Hollywood Bowl Easter Sunrise Service (a non-profit, non-denominational community enterprise), Box 1000, Hollywood 28, California.

A PERFECT DAY

*When you come to the end of a perfect day,
And you sit alone with your thought;
While the chimes ring out with a carol gay
For the joy that the day has brought.
Do you think what the end of a perfect day
Can mean to a tired heart?
When the sun goes down with a flaming ray,
And the dear friends have to part?*

—Carrie Jacobs-Bond



A TYPICAL CALIFORNIA SCENE

From _____

To _____

PLACE
POSTAGE
HERE